

Statement of Work For COPPA Support of the Goddard OPTIMUS PRIME Spinoff Contest

The Innovative Technology Partnerships Office (ITPO) at NASA's Goddard Space Flight Center (GSFC) requires consultation and support services for implementation of a public outreach contest to be titled the Goddard OPTIMUS PRIME Spinoff Contest. The contest will be open to the public and is targeted towards children in 3rd through 12th grades. The ITPO Office will need to collect personally identifiable information from children under the age of 13 for this contest. As a result, ITPO will be required to conduct the contest in a manner that is compliant with the Children's Online Privacy Protection Act (COPPA). The GSFC ITPO therefore requires a fully hosted service for registration, authentication, parental authorization, identity vetting, data hosting, and audit record maintenance from a Federal Trade Commission designated COPPA Safe Harbor organization.

Period of performance: One (1) year base period with two (2) one (1) year options

COPPA related tasks:

1. Provide designated SAFE HARBOR COPPA compliance service for the Goddard OPTIMUS PRIME Spinoff Award through ongoing consulting.
2. Host COPPA compliant, Web-based registration and verification process for Goddard OPTIMUS PRIME Spinoff Contest.
 - a. Registration infrastructure supporting child, teen, adult (parent or educator)
 - b. Parental authorization infrastructure to support child registration
 - c. Educator registration to create student accounts and obtain parent consent
 - d. Multiple methods to obtain and verify parent consent
 - i. SSN4, driver's license, credit card processing (\$1 and reversal), print form & phone, notice & opt out and email+ and/or existing parent credential
 - e. Account activation and ongoing administration
 - f. User authentication and authorization at login
 - g. Audit trail maintained, as required by COPPA
 - h. Security and integrity of data, as required by COPPA
 - i. Delivery of parental notice and privacy practices, as required by COPPA
 - j. Customer service and support of parent inquiries
 - k. Replication, daily back up and offsite storage of data
 - l. Provision of a landing page for a parent that has already provided consent for a child contestant in order to
 - i. Authorize and agree that the parent has viewed the video,
 - ii. Identify any other children that appear in the video and work to obtain their parents specific consent to be included in the video under the contest terms.
3. Provide contest data reporting tool directly accessible by GSFC Innovative Technology Partnerships Office personnel.
4. Research and provide a plan for implementation of a "Tell a Friend" feature for Contest Web site.

5. Perform data query on data collected from previous NASA OPTIMUS PRIME Spinoff Contests and manually remove any child that did not opt in for communications.
6. Utilize Contractor "lead account" API for past contestants to be notified of new contest, process opt in to new TOS, resubmit parent email for notice and opt out of new TOS.
7. Provide marketing support for Goddard OPTIMUS PRIME Spinoff Award Contest.
8. Provide COPPA compliant photographic and video documentation of outreach/promotional activities and contest related events.
9. Provide drafting and editing support of Goddard OPTIMUS PRIME Spinoff Award communication materials.
10. Revise and streamline teacher/group portal registration process.
11. Develop augmented registration process to accommodate US students living abroad on military bases.
12. Provide consultation with regards to NASA partners promoting the contest and/or external links off the client site as they relate to COPPA compliance.

Summary of marketing support:

Contractor shall plan, direct, and coordinate activities designed to create or maintain a favorable public image raising awareness and participation for the Goddard OPTIMUS PRIME Spinoff Contest. Contractor shall write and select material for release to various communications media.

Contractor shall identify, approach, and maintain relationships and favorable contacts with current and potential partners and sponsors in order to advance and support Goddard OPTIMUS PRIME Spinoff Contest.

Marketing support deliverables are as follows:

- A) *Press Release*- Contractor shall support in drafting press releases for NASA to release and distribute. NASA releases will follow NASA's styling and guide regulations.

Contractor shall be providing 4 releases during the stages of the contest listed below:

1. Registration for contest is open
2. Video upload open
3. Video upload close, begin voting
4. Winner announced and runner ups
5. Event day of ceremony

Contractor shall also aid partners and sponsors in creating press releases for their distribution in compliance with any NASA guidelines. Guidelines to be provided to Contractor:

- B) *Collateral Material*- Contractor shall identify the concept for creating the following materials in alignment with the Goddard OPTIMUS PRIME Spinoff Contest. NASA will be responsible for bringing the collateral concept to life utilizing their graphic designers.

1. OPTIMUS PRIME contest overview flyer

2. Sponsors/ Partnership acknowledgment brochure 2/3 pages contingent on number of contributors
 3. Sponsor/ Partner informational package to include contest overview/executive summary, power point slide deck, creation of sponsorship level packages and definition, pre- approved NASA verbiage for company websites and electronic media
- C) Partnership/Sponsorship-Contractor shall advise and co-lead with NASA designated personnel outreach for partners and sponsorship using the activities listed below:
1. Create a strategic roadmap for engaging interested parties to expand and support the contest
 2. Based on the agreed upon approach and goals, Contractor shall Identify and approach potential partners, sponsors and other key stakeholders
 3. Contractor shall facilitate conversations to engage partner and/ or potential sponsor
 4. Contractor shall negotiate for the benefit of the Goddard OPTIMUS PRIME Spinoff Contest
 5. Contractor shall nurture and maintain the relationships developed through the process
 6. Contractor shall maintain an inventory of all interested parties for the current year and future contest participation.
- D) Website support- Coordinate with Web master to ensure all links are updated with current contest material and collateral.